

Message Text

UNCLASSIFIED

PAGE 01 MEXICO 11279 01 OF 02 022115Z

71

ACTION ARA-10

INFO OCT-01 ISO-00 CIAE-00 EB-07 INR-07 LAB-04 NSAE-00

PA-02 SIL-01 PRS-01 /033 W
----- 092277

R 021854Z SEP 76

FM AMEMBASSY MEXICO

TO USDOC WASHDC

INFO SECSTATE WASHDC 7153

USIA WASHDC

AMCONSUL BELIZE

AMEMBASSY GUATEMALA

AMEMBASSY MANAGUA

AMEMBASSY PANAMA

AMEMBASSY SAN JOSE

AMEMBASSY SAN SALVADOR

AMEMBASSY TEGUCIGALPA

AMCONSUL GUADALAJARA UNN

AMCONSUL HERMOSILLO UNN

AMCONSUL MAZATLAN UNN

AMCONSUL MERIDA UNN

AMCONSUL MONTERREY UNN

UNCLAS SECTION 1 OF 2 MEXICO 11279

FOR BIC/OIM - STERLING

E.O. 11652: N/A

TAGS: BEXP, MX

SUBJ: END OF SHOW REPORT: METALLURGICAL EQUIP. & INSTRUMENTATION
EXHIBITION, U.S. TRADE CENTER, MEXICO CITY, 8/24-27/1976.

1. NAME OF EVENT: METALLURGICAL EQUIPMENT & INSTRUMENTS
EXHIBITION.

2. PLACE AND DATES: U.S. TRADE CENTER, MEXICO CITY,
AUGUST 24-27, 1976.

3A. EXHIBITORS: 27

4. FLOOR SALES AT EXHIBITION, INCLUDING DOLLAR VALUE
OF MERCHANDISE TURNED OVER TO AGENTS AND DISTRIBUTORS:

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 MEXICO 11279 01 OF 02 022115Z

\$61,065 - (NTM: \$56,305 - OTM: 4,760)

5. EXPECTED TO BE SOLD OVER PERIOD OF NEXT 12 MONTHS
AS RESULT OF THIS EXHIBITION: \$5,840,000 - (NTM: \$5,350,000
OTM: \$490,000)

6. COMPANIES SEEKING REPS: 4

7. REPS. SIGNED: 1

8. REPS. EXPECTED TO BE SIGNED DURING NEXT 12 MONTHS: 4

8A. LEADS: 18

9. COMPANIES SEEKING JOINT VENTURES OR LICENSEES: 1

10. JOINT VENTURES OR LICENSEES SIGNED: 0

10A. JOINT VENTURES OR LICENSEES EXPECTED TO BE SIGNED
DURING NEXT 12 MONTHS: 0

10B. LEADS: 1

11. SALES LEADS: 468 (NTM: 352 - OTM: 116)

12. REGISTERED ATTENDANCE: 760

13. MARKETING OBJECTIVES SUMMARY:

A. FIRMS FULLY ACHIEVING PRIMARY MARKETING OBJECTIVES: 17

B. FIRMS PARTIALLY ACHIEVING PRIMARY
MARKETING OBJECTIVES: 2

C. FIRMS FAILING TO ACHIEVE PRIMARY
MARKETING OBJECTIVES: 0

14. SUCCESS STORIES:

KEY (1) OLD-TO-MARKET (OTM), NEW-TO-MARKET (NTM)

(2) OFF-THE-FLOOR SALES

(3) PROJECTED SALES

(4) SALES LEADS OBTAINED

A. AVNET MACHINERY DIVISION OF AVNET, INC.: (1) NTM,
(2) \$33,000, (3) \$50,000, (4) 30 AVNET'S DIECASTING
EQUIPMENT ATTRACTED A GOOD DEAL OF ATTENTION FROM TRADE
VISITORS WHO LIKED THE SPEED AND VERSATILITY OF THE
MACHINES ON DISPLAY. AQUILINO LARREA, PRESIDENT OF
THE FIRM'S LATIN AMERICAN MARKETING SUBSIDIARY
COMMENTED THAT THE PROMOTION WAS "VERY PROFITABLE"
(CLEARED FOR PUBLICATION)

B. CONTROL DE CALIDAD, S.A., (1) NTM, (2) \$14,000,
(3) \$150,000, (4) 20. CONTROL DE CALIDAD EXHIBITED
NON-DESTRUCTIVE TEST AND QUALITY CONTROL INSTRUMENTS
OF ITS PRINCIPALS, URESCO, INC., AND AUTOMATION INDUSTRIES,
INC. FEATURED WERE ULTRASONIC, EDDY CURRENT, MAGNETIC
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 MEXICO 11279 01 OF 02 022115Z

PARTICLE, X-RAY AND GAMMA RAY AND PENETRATING INSTRUMENTS,
MOST OF WHICH WERE WELL RECEIVED BY VISITORS.

HUMERTO GARCIA, SALES MANAGER, PRONOUNCED HIMSELF "QUITE
SATISFIED WITH THE RESULTS OBTAINED". (CLEARED FOR
PUBLICATION).

C. HENTSCHEL INSTRUMENTS, INC., (1) NTM, (2) \$9,300,

(3) \$70,000, (4) 20. HENTSCHEL ALSO SHOWED NON-DESTRUCTIVE TESTING EQUIPMENT BASED ON EDDY-CURRENTS. RUDOLF HENTSCHEL, PRESIDENT OF THE FIRM, SAID HE WAS "PLEASANTLY SURPRISED HOW WELL THE EXHIBITION WAS ORGANIZED AND HOW SMOOTHLY IT RAN DURING ITS DURATION," AND ADDED THAT HE WISHED "THE SAME COULD BE DONE AT COBO HALL, DETROIT AND SIMILAR U.S. EXHIBITION SITES." (CLEARED FOR PUBLICATION)

15. GENERAL COMMENTS (WRITTEN AS POSSIBLE ARTICLE FOR COMMERCE AMERICA) TITLE: MEXICO CITY METALLURGY EVENT WELL RECEIVED. TEXT: DESPITE A PROLONGED PARTIAL POWER OUTAGE, EXHIBITORS AT THE AUGUST 24-27 METALLURGICAL EQUIPMENT AND INSTRUMENTATION EXHIBITION AT THE U.S. TRADE CENTER IN MEXICO CITY PRONOUNCED THEMSELVES GENERALLY SATISFIED WITH THEIR RESULTS. THE 760 TRADE VISITORS, INCLUDING 110 ATTENDEES AT A TECHNICAL THREE-DAY SEMINAR HELD IN CONJUNCTION WITH THE EXHIBITION, SHOWED KEEN INTEREST IN THE PRODUCTION AND TESTING EQUIPMENT ON DISPLAY. IMMEDIATE SALES OF \$61,065, AND 12-MONTH PROJECTED SALES OF \$5,840,000 AS A RESULT OF THE EXHIBITION REFLECTED THE FACT THAT MEXICO'S GROWING METALS INDUSTRY WANTS AND NEEDS THE KIND OF EQUIPMENT THAT THE UNITED STATES HAS TO OFFER.

THE TECHNICAL SEMINAR, WHICH COVERED SUCH TOPICS AS "THE FUTURE OF THE MEXICAN STEEL INDUSTRY", "SCRAP BRIQUETTING FOR REMELTING", "COST SAVINGS FOR REVERBERATION FURNANCES" AND "CONVERSION OF ELECTRICAL ENERGY TO RECTILINEAR ENERGY", WAS WELL ATTENDED THROUGHOUT ITS DURATION BY BOTH TECHNICIANS AND EXECUTIVES OF MEXICO'S LARGE AND SMALL BASIC METALS FIRMS AND FOUNDRIES. THE SEMINAR WAS UNUSUAL IN THAT IT INCLUDED PRESENTATIONS BY BOTH U.S. AND MEXICAN EXPERTS, INCLUDING HIGH OFFICIALS OF MEXICO'S LARGEST METALS PRODUCERS, SUCH AS ING. JUAN UNCLASSIFIED

UNCLASSIFIED

PAGE 04 MEXICO 11279 01 OF 02 022115Z

LATAPI, WHO IS ALSO PRESIDENT OF THE MEXICAN STEEL MANUFACTURERS CHAMBER.

UNCLASSIFIED

NNN

UNCLASSIFIED

PAGE 01 MEXICO 11279 02 OF 02 022158Z

71

ACTION ARA-10

INFO OCT-01 ISO-00 CIAE-00 EB-07 INR-07 LAB-04 NSAE-00

PA-02 SIL-01 PRS-01 /033 W

----- 092927

R 021854Z SEP 76

FM AMEMBASSY MEXICO

TO USDOC WASHDC

INFO SECSTATE WASHDC 7154

USIA WASHDC

AMCONSUL BELIZE

AMEMBASSY GUATEMALA

AMEMBASSY MANAGUA

AMEMBASSY PANAMA

AMEMBASSY SAN JOSE

AMEMBASSY SAN SALVADOR

AMEMBASSY TEGUCIGALPA

AMCONSUL GUADALAJARA UNN

AMCONSUL HERMOSILLO UNN

AMCONSUL MERIDA UNN

AMCONSUL MONTERREY UNN

UNCLAS SECTION 2 OF 2 MEXICO 11279

THE INTERCHANGE OF INFORMATION WAS, THUS ESPECIALLY SIGNIFICANT AND BOTH MEXICAN AND U.S. PARTIES BENEFITTED THEREBY. ELECTRICAL POWER DISAPPEARED FROM THE TRADE CENTER AT 11:45 A.M. ON AUGUST 24, AND NEVER RETURNED PERMANENTLY DURING THE COURSE OF THE EXHIBITION.

HOWEVER, WITH THE COOPERATION OF THE MEXICAN ELECTRIC UTILITY A MOBILE POWER UNIT PROVIDED SUFFICIENT ELECTRICITY TO FINISH THE EXHIBITION ON A BRIGHT NOTE. ALTHOUGH MANY EXHIBITORS NOTED THE POWER PROBLEM, IT APPARENTLY HAD LITTLE EFFECT ON THEIR RESULTS, NOR DID A VIOLENT RAIN AND HAIL STORM THAT HIT MEXICO CITY DURING THE FINAL DAY OF THE SHOW. AQUILINO LARREA, PRESIDENT OF EXHIBITOR AVNET MACHINERY'S LATIN AMERICAN SALES SUBSIDIARY, WHILE EXHORTING THE TRADE CENTER TO "KEEP UNCLASSIFIED

UNCLASSIFIED

PAGE 02 MEXICO 11279 02 OF 02 022158Z

THE POWER ON." NOTED THAT "OTHERWISE THIS PROMOTION HAS BEEN VERY PROFITABLE", REFERRING NO DOUBT TO THE \$83,000 IN IMMEDIATE AND PROJECTED SALES THAT HE REPORTED. OTHER SUCCESSFUL EXHIBITORS INCLUDED C-E CAST EQUIPMENT DIVISION OF COMBUSTION ENGINEERING WITH \$500,000 IN PROJECTED SALES AND EMPAQUES Y ARTICULOS INDUSTRIALES, REPRESENTING THE STAMCO DIVISION OF

MONARCH MACHINE TOOL COMPANY AND HEPPENSTALL CO.,
WHICH PROJECTED SALES OF \$2,300,000.

WITH THE MEXICAN GOVERNMENT AIMING AT DEVELOPMENT OF
EXPORT CAPACITY IN ITS STEEL INDUSTRY, THE MARKET IN
MEXICO FOR METALLURGICAL EQUIPMENT REFLECTED IN THE
RESULTS OF THIS EXHIBITION CAN BE LUCRATIVE FOR U.S.
MANUFACTURERS WILLING TO MAKE THE NECESSARY MARKETING
EFFORT. (END PROPOSED ARTICLE)

16. OTHER COMMENTS:

A. POWER OUTAGE REFERRED TO ABOVE WAS SERIOUS
PROBLEM WHICH NOT YET RESOLVED. MEXICAN FEDERAL
ELECTRICITY COMMISSION (CFE) RESPONSE TO USTC'S
REPEATED CALLS WAS SLOW -- EIGHT HOURS PASSED BEFORE
POWER WAS FULLY RESTORED THOUGH USE OF A MOBILE
GENERATOR--. USTC'S STANDBY GENERATOR PROVIDED
LIGHT, TELEPHONES AND SOME OTHER SERVICES, BUT
INSUFFICIENT TO RUN EXHIBIT EQUIPMENT. EXHIBITORS
TOOK IT ALL WITH GOOD GRACE, HOWEVER, AND
CRITICISM WAS MILD, REFLECTING OTHER-WISE GOOD RESULTS.

B. SEMINAR, DESPITE HAVING TO MOVE ON ONE OF THREE DAYS.
TO BENJAMIN FRANKLIN LIBRARY USIS THEATER (AROUND BLOCK
FROM USTC), BECAUSE OF POWER PROBLEM WENT OFF VERY WELL.
USE OF USIS THEATER ON SHORT NOTICE SAVED SEMINAR
AND WAS ONLY ONE OF SEVERAL WAYS IN WHICH USIS, AS
USUAL, SUPPORTED THIS EXHIBITION.

PAUL FROST, OF BATTELLE MEMORIAL INSTITUTE, SEMINAR
LEADER, DID GOOD JOB OF ROUNDING UP MEXICAN INDUSTRY
AS WELL AS EXHIBITOR SPEAKERS. VISITOR RESPONSE
WAS UNIFORMLY POSITIVE.
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 MEXICO 11279 02 OF 02 022158Z

C. ALTHOUGH OFF-THE-FLOOR SALES WERE NOT PARTICULARLY
OUTSTANDING, DUE PRIMARILY TO NATURE OF EQUIPMENT AND
MEXICAN IMPORT LICENSING PROCEDURES, 12 MONTH PROJECTIONS
WERE EXCELLENT AND EXHIBITORS WERE, WITH ONLY ONE
EXCEPTION, COMPLETELY SATISFIED WITH THE QUANTITY AND
QUALITY OF THEIR VISITORS. ALL MAJOR METALS PRODUCERS,
INCLUDING MONTERREY - AREA FIRMS, WERE REPRESENTED
IN ATTENDANCE BY HIGH EXECUTIVES. RESPONSE TO THIS
RELATIVELY SMALL EXHIBITION, INDICATES METALLURGY IS
VIABLE THEME. REPEAT IS WORTH CONSIDERATION IN TWO
OR THREE YEARS.
JOVA

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 02 SEP 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976MEXICO11279
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760333-1303
From: MEXICO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760998/aaaadfsa.tel
Line Count: 276
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 6
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: cahillha
Review Comment: n/a
Review Content Flags:
Review Date: 27 FEB 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <27 FEB 2004 by MaustMC>; APPROVED <14 JAN 2005 by cahillha>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: END OF SHOW REPORT: METALLURGICAL EQUIP. & INSTRUMENTATION EXHIBITION, U.S. TRADE CENTER, MEXICO CITY, 8/24-27/1976.
TAGS: BEXP, MX
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006